

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP (2021)

TRAVEL GUIDES AND MAGAZINES

How many are they and how much do they spend?

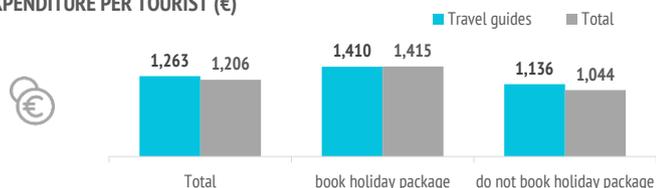


	Travel guides	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	407,225	5,827,892
- book holiday package	188,412	2,549,012
- do not book holiday package	218,813	3,278,880
- % tourists who book holiday package	46.3%	43.7%
Share of total tourist	7.0%	100%
Expenditure per tourist (€)		
- book holiday package	1,263	1,206
- holiday package	1,139	1,135
- others	271	280
- do not book holiday package	1,136	1,044
- flight	240	248
- accommodation	461	369
- others	434	427
Average length of stay		
- book holiday package	9.63	9.54
- do not book holiday package	8.97	8.59
Average daily expenditure (€)		
- book holiday package	143.9	144.0
- do not book holiday package	166.1	172.8
- do not book holiday package	124.7	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	514	7,028
- do not book holiday package	266	3,606
- do not book holiday package	249	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Travel guides	Total
Didn't have holidays	33.6%	35.7%
Canary Islands	10.3%	17.6%
Other destination	56.1%	46.8%

What other destinations do they consider for this trip?*

	Travel guides	Total
None	17.7%	29.4%
Canary Islands (other island)	27.7%	25.4%
Other destination	54.5%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answer that use travel guides and magazines to plan the trip.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice



	Travel guides	Total
Climate	70.7%	76.0%
Landscapes	55.0%	39.1%
Sea	49.7%	52.0%
Safety	45.4%	49.0%
Tranquility	44.4%	48.5%
Environment	43.2%	34.7%
Beaches	38.4%	44.6%
European belonging	37.7%	40.2%
Accommodation supply	33.9%	37.8%
Effortless trip	31.6%	34.9%
Price	28.8%	32.4%
Authenticity	27.9%	24.4%
Gastronomy	26.9%	27.9%
Hiking trail network	20.1%	12.1%
Fun possibilities	17.0%	22.4%
Exoticism	15.7%	14.5%
Historical heritage	12.6%	9.1%
Culture	10.8%	8.7%
Shopping	6.3%	8.8%
Nightlife	5.8%	8.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Travel guides	Total
Rest	37.4%	50.7%
Enjoy family time	7.3%	14.0%
Have fun	5.4%	7.3%
Explore the destination	46.5%	23.3%
Practice their hobbies	1.7%	2.6%
Other reasons	1.7%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Travel guides	Total
The same day	0.8%	1.0%
Between 1 and 30 days	35.7%	42.5%
Between 1 and 2 months	28.2%	26.7%
Between 3 and 6 months	22.7%	18.7%
More than 6 months	12.5%	11.1%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

TRAVEL GUIDES
22.7%



TOTAL
18.7%

Picture: Freepik.com

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TRAVEL GUIDES AND MAGAZINES

What channels did they use to get information about the trip?

	Travel guides	Total
Previous visits to the Canary Islands	37.4%	45.7%
Friends or relatives	31.4%	30.9%
Internet or social media	76.3%	53.5%
Mass Media	6.6%	2.3%
Travel guides and magazines	100%	7.0%
Travel Blogs or Forums	24.6%	8.4%
Travel TV Channels	2.3%	0.5%
Tour Operator or Travel Agency	26.8%	19.4%
Public administrations or similar	3.8%	1.9%
Others	1.4%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Travel guides	Total
Flight		
- Directly with the airline	50.4%	52.8%
- Tour Operator or Travel Agency	49.6%	47.2%

Accommodation

- Directly with the accommodation	40.8%	39.9%
- Tour Operator or Travel Agency	59.2%	60.1%

Where do they stay?

	Travel guides	Total
1-2-3* Hotel	10.1%	11.5%
4* Hotel	42.6%	39.4%
5* Hotel / 5* Luxury Hotel	10.8%	10.9%
Aparthotel / Tourist Villa	13.5%	14.8%
House/room rented in a private dwelling	12.7%	6.9%
Private accommodation (1)	2.4%	9.9%
Others (Cottage, cruise, camping,...)	7.9%	6.6%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Travel guides	Total
Room only	30.6%	28.1%
Bed and Breakfast	17.1%	15.3%
Half board	19.2%	19.5%
Full board	2.1%	3.2%
All inclusive	30.9%	33.8%

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30.6% of tourists book room only.
(Canary Islands: 28.1%)

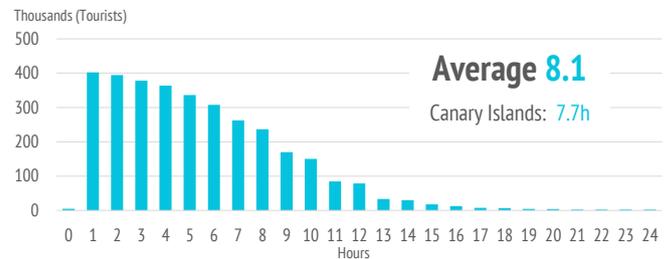
Other expenses

	Travel guides	Total
Restaurants or cafes	69.6%	66.9%
Supermarkets	59.6%	55.6%
Car rental	55.5%	37.3%
Organized excursions	32.8%	23.7%
Taxi, transfer, chauffeur service	42.0%	46.0%
Theme Parks	9.9%	8.6%
Sport activities	9.8%	9.3%
Museums	11.0%	4.7%
Flights between islands	10.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Travel guides	Total
0 hours	1.2%	2.4%
1 - 2 hours	6.0%	10.0%
3 - 6 hours	28.5%	30.1%
7 - 12 hours	56.2%	47.1%
More than 12 hours	8.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Travel guides	Total
Walk, wander	81.6%	72.2%
Beach	80.5%	75.1%
Explore the island on their own	73.3%	52.5%
Swimming pool, hotel facilities	56.3%	57.5%
Swim	51.2%	38.8%
Hiking	41.0%	22.5%
Taste Canarian gastronomy	40.8%	30.2%
Museums / exhibitions	23.2%	10.7%
Sea excursions / whale watching	19.6%	13.5%
Organized excursions	19.3%	16.0%
Wineries / markets / popular festivals	17.5%	10.0%
Other Nature Activities	16.3%	9.5%
Theme parks	13.1%	12.2%
Nightlife / concerts / shows	9.1%	12.3%
Running	7.8%	7.6%
Practice other sports	6.8%	5.9%
Surf	6.6%	4.8%
Scuba Diving	6.1%	4.2%
Astronomical observation	5.8%	4.2%
Beauty and health treatments	5.5%	5.6%
Cycling / Mountain bike	4.4%	4.2%
Golf	1.6%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choice question

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TRAVEL GUIDES AND MAGAZINES

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Travel guides and magazines	407,225	75,416	60,964	82,430	169,169	11,461
- Share by islands	100%	18.5%	15.0%	20.2%	41.5%	2.8%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Travel guides and magazines	7.0%	7.8%	7.2%	5.3%	7.3%	11.2%

How many islands do they visit during their trip?

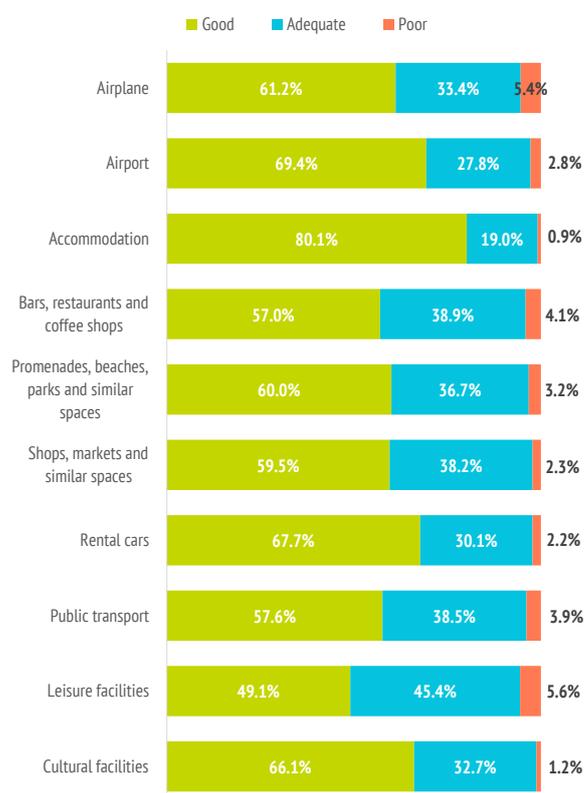
	Travel guides	Total
One island	85.9%	90.9%
Two islands	11.3%	7.8%
Three or more islands	2.8%	1.3%

Health safety

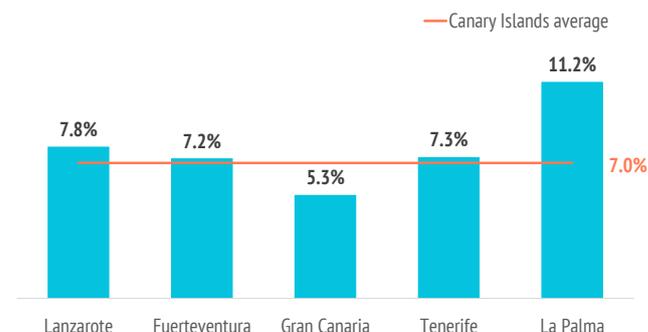
Planning the trip: Importance	Travel guides	Total
Average rating (scale 0-10)	7.99	7.99

During the stay: Rate	Travel guides	Total
Average rating (scale 0-10)	8.57	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

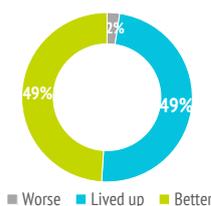


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Travel guides	Total
Average rating	8.87	8.86

Experience in the Canary Islands	Travel guides	Total
Worse or much worse than expected	2.4%	2.7%
Lived up to expectations	48.6%	51.4%
Better or much better than expected	49.0%	45.9%

Future intentions (scale 1-10)	Travel guides	Total
Return to the Canary Islands	8.56	8.86
Recommend visiting the Canary Islands	9.06	9.10



Experience in the Canary Islands

8.56/10

Return to the Canary Islands



9.06/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Travel guides	Total
Repeat tourists	56.4%	68.0%
Repeat tourists (last 5 years)	48.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	6.8%	15.0%
At least 10 previous visits	7.7%	18.3%

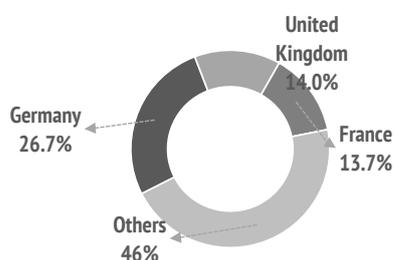
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Where are they from?



	%	Absolute
Germany	26.7%	108,711
United Kingdom	14.0%	56,997
France	13.7%	55,615
Spanish Mainland	13.4%	54,476
Poland	6.5%	26,355
Netherlands	4.5%	18,503
Belgium	4.2%	17,124
Italy	4.0%	16,105
Switzerland	1.7%	7,044
Czech Republic	1.7%	6,916
Ireland	1.4%	5,515
Sweden	1.3%	5,147
Denmark	1.2%	5,001
Austria	1.0%	3,967
Luxembourg	0.9%	3,719
Norway	0.4%	1,672
Finland	0.4%	1,609
Others	3.1%	12,750



Who do they come with?



	Travel guides	Total
Unaccompanied	7.0%	13.5%
Only with partner	54.0%	48.2%
Only with children (< 13 years old)	3.3%	3.9%
Partner + children (< 13 years old)	4.9%	4.9%
Other relatives	9.2%	8.4%
Friends	8.5%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.7%	11.5%

(1) Different situations have been isolated

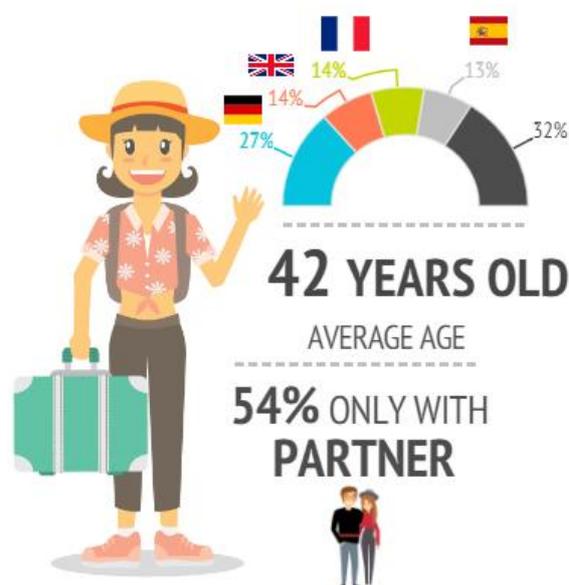
Tourists with children	11.4%	12.5%
- Between 0 and 2 years old	0.5%	1.2%
- Between 3 and 12 years old	10.2%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
Tourists without children	88.6%	87.5%
Group composition:		
- 1 person	9.1%	16.5%
- 2 people	64.1%	56.7%
- 3 people	10.8%	10.7%
- 4 or 5 people	13.2%	13.6%
- 6 or more people	2.8%	2.5%
Average group size:	2.45	2.37

*People who share the main expenses of the trip

Who are they?



	Travel guides	Total
Gender		
Men	47.8%	49.6%
Women	52.2%	50.4%
Age		
Average age (tourist > 15 years old)	42.4	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	12.3%	11.9%
25 - 30 years old	16.7%	14.8%
31 - 45 years old	30.0%	30.2%
46 - 60 years old	25.9%	26.6%
Over 60 years old	15.1%	16.4%
Occupation		
Salaried worker	61.8%	57.8%
Self-employed	9.1%	11.1%
Unemployed	1.7%	1.7%
Business owner	7.9%	10.0%
Student	6.6%	5.9%
Retired	11.8%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	16.0%	16.1%
€25,000 - €49,999	37.1%	37.0%
€50,000 - €74,999	23.1%	23.4%
More than €74,999	23.8%	23.5%
Education level		
No studies	1.7%	2.2%
Primary education	1.2%	2.2%
Secondary education	14.1%	18.8%
Higher education	82.9%	76.9%



Pictures: Freepik.com